

IN THE CLAIMS

Please amend claims 1 – 35 to read as shown below:

Change to:

1 - 35. (cancelled)

36. (amended) A method for optimizing a selection of risk management activities based upon maximizing an enterprise market value, wherein said method comprises the following steps: identifying and measuring a plurality of risks; identifying at least one risk management activity based upon said risks; determining an optimal combination of risk management activities that has a maximum market value within the constraints of a given risk management budget.

37. (amended) The method according to claim 36 wherein an enterprise market value further comprises one or more categories of value selected from the group consisting of an enterprise current operation category, an enterprise real option category, an enterprise market sentiment category and combinations thereof.

38. (amended) The method according to claim 36 wherein a risk management activity is selected from the group consisting of establishing one or more risk management control systems, completing one or more risk transfer transactions and combinations thereof.

39. (amended) The method according to claim 38, wherein establishing each of one or more risk management control systems further comprises identifying a risk reduction activity and optionally establishing a method for implementing said activity in an automated fashion.

40. (amended) The method according to claim 38, wherein completing one or more risk transfer transactions further comprises completing activities selected from the group consisting of insurance purchases, derivate transactions, and combinations thereof.

41. (amended) The method according to claim 36, wherein identifying and measuring a plurality of risks further comprises quantifying risk by a category of value where the categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

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42. (amended) The method according to claim 36, wherein identifying and measuring a plurality of risks further comprises quantifying a total risk exposure by a element of value and external factor where the elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

43. (amended) The method according to claim 36, wherein identifying and measuring a plurality of risks further comprises quantifying specific enterprise risks under scenarios selected from the group consisting of normal, extreme and combinations thereof.

44. (amended) The method according to claim 36 that supports an optimization of aspects of financial performance selected from the group consisting of maximizing a current operation value, maximizing a real option value, maximizing a market sentiment value, maximizing a market value, minimizing a total enterprise risk, maximizing a risk management activity value and combinations thereof.

45. (amended) The method according to claim 36 where the method further comprises: completing optimization calculations in an automated fashion using a method selected from the group consisting of quasi monte carlo, genetic algorithm, multi-criteria optimization and linear programming.

46. (amended) The method according to claim 36 where the method further comprises: using one or more shadow prices from a linear programming optimization calculation to identify an optimal budget for risk management.

47. (amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by a machine to perform method steps for performing a management method, comprising:

preparing data from a plurality of enterprise related systems for use in processing, using a series of multivariate analyses to develop a computational model that identifies a contribution to a market value for a commercial enterprise by a category of value for each of a plurality of elements of value and external factors,

using the computational model to complete one or more useful activities selected from the group consisting of: quantifying a plurality of risks by element of value, quantifying a plurality of risks by category of value, quantifying a plurality of risks by external factor, identifying a target share price for organization common stock, identifying one or more changes that will optimize one or more aspects of enterprise financial performance, calculating a net impact of each element of value on a market value, calculating a value for each element of value, calculating a value for organization common stock and combinations thereof, and displaying one or more results from said one or more useful activities using a paper document or electronic display.

48. (amended) The program storage device of claim 47 where a plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process managementsystems, vendormanagement systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems, purchasing systems, the Internet and combinations thereof.

49. (amended) The program storage device of claim 47 where one or more elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof and where a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

50. (amended) The program storage device of claim 47 wherein a series of multivariate analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or

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more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building one or more predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

51. (amended) The program storage device of claim 47 wherein a series of multivariate analyses are completed in an automated fashion by learning from the data.

52. (amended) The program storage device of claim 47 wherein a computational model contains a model of current operation financial performance where said current operation model further comprises up to three network component of value models where the elements of value are connected to component of value levels over time and where automated analysis through computational techniques is supported.

53. (amended) The program storage device of claim 47 wherein a commercial enterprise further comprises a corporation, a multi-enterprise organization or a value chain.

54. (amended) The program storage device of claim 47 wherein one or more aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value, current operation value, real option value, market sentiment value, total risk, risk transfer management, common stock price and combinations thereof.

55. (amended) The program storage device of claim 47 wherein the method further comprises using a computational model to identify changes to one or more enterprise business activities that will optimize one or more aspects of enterprise financial

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performance where the changes are selected from a group consisting of a change in purchase quantities, a change in purchasing mix, a change in vendors, a change in purchase discounts, changes in product discounts, changes in product pricing, changes in service pricing, changes in service discounts, changes in supply chain management, changes in the organization equity holdings, changes in one or more operating limits for organization systems, changes in process management, changes in risk management and combinations thereof.

56. (amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by a machine to perform method steps for performing a data method, comprising:

using metadata mapping to integrate organization related data from a plurality of sources in accordance with a common xml schema to support organization processing.

57. (amended) The program storage device of claim 56 where a plurality of sources further comprises sources selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems, purchasing systems and combinations thereof.

58. (amended) The program storage device of claim 56 where a specification for metadata mapping is established using a metadata and conversion rules window.

59. (amended) The program storage device of claim 56 where at least a portion of data are pre-specified for mapping

60. (amended) The program storage device of claim 24 where a portion of data pre-specified for mapping is selected from the group consisting of component of value data, sub component of value data, known value drivers and combinations thereof.

61. (amended) The program storage device of claim 56 where a plurality of sources further comprise a plurality of relational databases.

62. (amended) The program storage device of claim 56 where the method further comprises converting organization related data to a common data dictionary and creating xml tags for each data element before storing said data

63. (amended) The program storage device of claim 61 where a common data dictionary defines attributes selected from the group consisting of time periods, units of measure, currencies, elements of value, components of value, risks, organizations and combinations thereof.

64. (amended) The program storage device of claim 56 where integrated data are stored in tables.

65. (amended) The program storage device of claim 56 where a common schema further comprises a network schema.

66. (amended) A method for integrating organization systems into an overall financial management system, comprising

integrating data from a plurality of organization related systems using a common xml schema,

developing a computational model of organization market value that identifies the drivers of organization share price by category of value using at least a portion of said data,

identifying one or more changes in operation that will optimize organization share price using said model, and

implementing said changes in operation by communicating the changes to one or more organization systems.

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67. (amended) The method of claim 66 wherein a computational model of organization market value identifies a contribution to market value for a plurality of elements of value for each of one or more categories of value where the elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof and where a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

68. (amended) The method of claim 66 wherein a computational model of organization market value is developed in an automated fashion by completing a series of multivariate analyses where the multivariate analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building one or more predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

69. (amended) The method of claim 66 where organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, web site management systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process managementsystems, vendormanagement

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systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems, purchasing systems, risk management systems, and combinations thereof.

70. (amended) The method of claim 66 that where changes in operation are selected from the group consisting of changes in purchase quantities, changes in purchasing mix, changes in vendors, changes in purchase discounts, changes in product discounts, changes in product pricing, changes in service pricing, changes in service discounts, changes in supply chain management, changes in the organization equity holdings, changes in operating limits for organization systems and combinations thereof.